

So, you want to be an APM.

Below are [Freia](#) and [Terri's](#) responses to FAQs regarding applying to APM programs. We've both worked as full-time hires at Twitter and receive inquiries regularly about the general APM application process, so we decided to document our general APM recruiting experiences, as told through the following questions. We hope they are helpful to you!

Disclaimer: We are speaking on behalves of ourselves, and possibly Rihanna, but definitely not Twitter. Also, this is our experience. YMMV.

What general advice do you have for applying?

Be prepared and do your research: use the product, look up the company culture, and prepare questions accordingly. The usual. A quick google search will surface a lot online resources for applying for APM programs, including interview prep. There are also well-known books like [Cracking the PM Interview](#) by Gayle Laakmann McDowell and Jackie Bavaro, so be sure to check those out.

What if I don't have traditional PM experience?

That's fine. APM programs are entry-level roles that are meant to provide product management experience to people that have little to none previously. Relevant past experience can include schoolwork, past internships (business development, software engineering, etc), side projects, leadership roles, and working with a team.

How much do I need to know for the technical interview?

The technical interview for many APM programs function the same as a technical interview for a software engineering role, so you should prepare accordingly.

What's your day today like?

Days are typically very meeting-heavy, with meetings that tend to fall in the following categories 1) team standups 2) product brainstorming sessions (the best!) 3) changes/clarification/update meetings, as needed 4) miscellaneous. There's also dedicated time for writing product documents, and reading qualitative and quantitative data.

How much do you code?

Not at all.

Can I send you my resume?

Unfortunately, no, but here are some examples of awesome resumes. See [Viraj's](#) and [Dana's](#).

General Tips:

- Product: Constantly use and think about products -- software, hardware, tech products, non-tech products, etc. Try to guess the product considerations that went into building them. Think about what you would do the same, and what you would do differently. Think about how you'd convince others that your thought process is the right way to go.
- Additional resources: Andy Ng wrote up a [great doc](#) about applying to jobs at Google, and a lot of it contains good advice for applying anywhere generally. Cassidy Williams also wrote [Getting a Gig](#) for people applying for software engineering roles, and it contains a lot of advice that can be applied for applying to any role (particularly in tech).
- Networking: Try to avoid sending same message to the same person on different platforms (LinkedIn, Email, Twitter, etc) without giving them time to respond. It's pushy. And when reaching out to someone, suggest no more 15-20 minutes of their time and be *extremely clear* on what it is you *specifically* would like to know. Phrases like "pick your brain" or "chat more about your role" are very general and are best to be avoided. Assume that the people you're reaching out to receive constant inquiries like yours, so be respectful of their time.
- Read: Again, a quick google will give you lots of reading material on product management. A few of our faves are: [Five Lessons from Scaling Pinterest](#) by Sarah Tavel, [What To Do in Your First 30 Days](#) by Ken Norton, and [Want to be a PM? Do a project](#) by Ellen Chisa. Sachin Rekhi also compiled a [list of 75+ resources for PMs](#).